Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A user information structure stored in a computer readable medium having a multiple multi-level hierarchical structure to be used in providing information to a user according to the personal preference of the information in a multi-media environment consisting of an information providers and an information users, comprising:

personal information to identify each user;

user preference information of the identified user; and

one or more individual user preference information of said user preference information, each of which can is configured to be set differently depending on the user's situations such as different location, and which registration, wherein the user registration includes a time and place of the user, wherein the individual user preference information is located as a sub-tree of the user preference information, wherein each of the individual user preference information contains attributes of items beings searched and a corresponding preference value of the user for each of the attributes.

2.   (Previously presented) The user information structure according to claim 1, wherein the personal information includes a unique identifier which can be used to identify said user.

3.   (Previously presented) The user information structure according to claim 1, further includes one or more history record of information usage by said user.

4.   (Previously presented) The user information structure according to claim 3, wherein the history record includes a list of information or information identifier with when and how the information is used.

5.   (Previously presented) The user information structure according to claim 4, wherein the history record includes a condition of history collection for each history record.

6.   (Previously presented) The user information structure according to claim 5, wherein the condition of history collection includes location of the history collection.

7.   (Previously presented) The user information structure according to claim 5, wherein the condition of the history collection includes time of the history collection.

8.   (Previously presented) The user information structure according to claim 1, further includes authorization information to identify the information which said user can access.

9.   (Previously presented) The user information structure according to claim 1, wherein said each individual user preference information includes a user preference item and a value representing preference/non-preference information.

10.   (Previously presented) The user information structure according to claim 9, wherein said each individual user reference information further includes a description information on the said user preference item.

11.   (Previously presented) The user information structure according to claim 10, wherein said each user preference item includes description on the item that can be used as a condition of using the individual user preference information for searching or filtering a multimedia information.

12.   (Previously presented) The user information structure according to claim 10, wherein said each individual user preference information has a hierarchical relationship.

13. (Previously presented) The user information structure according to claim 11,
wherein said each user preference item has a hierarchical relationship.

14. (Previously presented) The user information structure according to claim 12,
wherein said hierarchical relationships are hierarchical tree structures.

15. (Currently Amended) The user information structure according to claim 1,
wherein said each individual user preference information can be differently set depending on
~~said user's selection or~~ said user's terminal device.

16. (Previously presented) The user information structure according to claim 15,
wherein said each individual user preference information has a hierarchical structure which is
represented by the identifier of the user preference item located in the higher nodes of the tree
structure.

17. (Currently Amended) The user information structure according to claim 1,
wherein said each individual user preference information has a hierarchical structure which is
represented by the identifier of the user preference item ~~coded by special coding scheme to~~
~~represent a tree structure~~ depending on a coding scheme of the identifier.

18.   (Previously presented) The user information structure according to claim 1, wherein said each individual user preference information has a hierarchical structure which is represented by an external item dictionary.

19.   (Currently Amended) The user information structure according to claim 18, wherein ~~the hierarchical structure is represented by a coding scheme,~~ only the individual user preference information located as leaf nodes of the hierarchical tree structure are stored, and the individual user preference information located at non-leaf nodes of the hierarchical tree structure are extracted based on the relationship among the leaf nodes and upper nodes items.

20.   (Currently Amended) A method for providing multi-media information to ~~the~~ an information consumer using [[the]] user information with multiple hierarchical structure in the multimedia information environment where information providers provide desired information of information consumers, comprising ~~the steps of~~:

establishing multiple multi-level hierarchical structure of individual user preference information distinguished by each user ~~and each search item~~;

searching desired information based on ~~the~~ a preference item with preference/non-preference information by said each user and each search item; and

providing retrieved information according to the user preference information, wherein at least two of the multiple multi-level hierarchical structure of individual user preference

6

information have different preference/non-preference information for the same single preference item for the same user.

21.   (Currently Amended) The method according to claim 20, wherein, in ~~the step of~~ said providing the retrieved information, retrieval of new information is notified to the user, or information expected to be preferred by the user is recommended to the user, or information expected not to be preferred by the user is limited to access, according to the individual user preference information.

22.   (Currently Amended) A method of providing desired multimedia information to ~~a~~ an information user, comprising the steps of:

establishing a multiple hierarchical structure having <u>a plurality of hierarchical</u> individual user preference information for each user or each group of users; and

changing ~~the~~ hierarchical structure of ~~the~~ <u>each</u> individual user preference information, <u>wherein each individual user preference information changes for the same user according to a place of the user.</u>

23.   (Currently Amended) The method according to claim 22, wherein <u>said</u> changing the hierarchical structure of said individual user preference information includes registration of

7

new user preference item, deletion of an existing user preference item, or changing the parent

node of a sub-tree of individual user preference information .

24.   (Previously presented) The method according to claim 23, wherein the step of

changing the hierarchical structure includes a step of changing the preference/non-preference

value of a user reference item and changing the preference/non-preference value of a user

preference items located in the ancestor nodes of the changed preference item, based on the

usage history.

25.   (Previously presented) The method according to claim 23, wherein in the step of

changing the hierarchical structure of the individual user preference information, the

preference/non-preference value is changed using a user interface.

26.   (New) The user information structure to claim 9, wherein said each of the

individual user preference information contains at least one value representing preference/non-

preference information set differently for the same user preference item.

27.   (New) The user information structure according to claim 1, wherein the place

comprises one of a plurality of devices at which the user registers, and wherein individual user

8

preference information is different for the same user according to the registered device being

used.

28.   (New) The user information structure according to claim 1, wherein the place

comprises one of a plurality of locations at which the user registers, and wherein individual user

preference information is different for the same user according to the physical location at which

the user is registered.

29.   (New) The method according to claim 20, wherein the individual user preference

information distinguished by said user includes a plurality of individual user preference

information containing different preference according to a place and time of the user.

30.   (New) The method according to claim 29, wherein the place comprises one of

a plurality of locations at which the user registers, and wherein individual user preference

information is different for the same user according to a physical location or a physical device

that the user is using.

31.   (New) The method according to claim 22, wherein the place comprises one of

a plurality of devices at which the user registers, and wherein individual user preference

information is different for the same user according to a physical location or a hardware device

of the registered device being used.